

WEEKLY REVIEW

Sales Force Responds To Call

REPORTS FOR FIRST WEEK
OF AUGUST SHOW THAT
SALES ARE NOW AHEAD
OF PREVIOUS WEEK

Reilly Has Increase of \$720.00 on Order
Which Now Amounts to \$1,440.00

Conkling Lands \$468.00 "Plum"

The Weekly Review



Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME
T W O

Thursday, Aug. 12, 1909

N U M B E R
THIRTY-FOUR



Handicap Contest Winners

First Prize:	Original Painting, McLaughlin	280	Points
Second Prize:	Original Painting, Conkling	232	"
Third Prize:	\$30.00, Beelman	152	"
Fourth Prize:	\$25.00, Cies	133	"
Fifth Prize:	\$20.00, Thompson.	129	"
Sixth Prize:	\$15.00, Parks	124	"
Seventh Prize:	\$10.00, S. L. Smith	119	"

We publish above the names of the seven winners in the handicap contest which ended July 31st. Mr. McLaughlin as you will note has a substantial lead, while Mr. Conkling holds down second place by a safe margin. The next five winners, however, are not far apart, and there are several others that had scores of over 100. For instance Mr. S. L. Smith who wins seventh prize has a score of 119; Mr. Brooks follows with 117; Mr. Lott scores 107 points; Mr. Reilly 106; Mr. McCully 105; Mr. Meyer 105; Mr. Marks and Mr. Ungerer each 102 points; Mr. Carter 100, and many others follow closely.

Now a few words as regards the winners in the contest. Despite the fact that Mr. McLaughlin was out of the field for one full week, he has a safe lead as you will note. Mr. Mc-

Laughlin entered the contest enthusiastically, and has been making every effort to get business with regularity and increase his average every week. His sales for the nine weeks show an increase of more than 30 per cent over his average. He wrote business on 35 days of the contest. This is not a bad showing considering the fact that he was out one whole week and part of another week as stated previously. Still Mr. Beelman wrote business on 44 days out of the possible 53 days. Mr. Conkling and Mr. Cies both wrote business on 41 days, therefore Mr. McLaughlin is low man among the first four under this heading.

A glance at the score sheet shows that Mr. McLaughlin scores 40 points during the contest for showing the largest weekly increase. In other words he won out four time under that heading. He had the largest number of

orders one week, and the second largest number of orders two different weeks.

Mr. Conkling stands number two with a score of 232 points. He wrote a business that shows an increase of more than 10 per cent. over his average. As stated previously he reported business for 41 days out of a possible 53 days. Mr. Conkling scores 10 points for the largest increase one week, and five points for the second largest increase on two different occasions. He scores 10 points for writing the largest number of orders one week. These extra points here and there of course, help out in his total score.

There is quite a drop between Mr. Conkling and Mr. Beelman as you will notice. At the same time Mr. Beelman has made a mighty fine showing in the contest, having written business 44 days out of a possible 53. Mr. Beelman was one of the sales force who made a splendid showing early in the year, having written a good average business, and the fact that he has reported a business during the contest, not far behind his average is mighty good evidence of the fact that he was hustling every minute.

Dispite the fact that Mr. Cies has not been at all well, he wins fourth place with a score of 133. Mr. Cies like Mr. Conkling reported business for 41 days during the contest. While his business was behind his average for the year, at the same time he wrote a very satisfactory business for the Summer months.

John Dean Thompson follows with a score of 129. The third and fourth weeks of the contest Mr. Thompson made a score of 42 each week. The third week was the week preceding charter week, and the genial John Dean evidently was warming up, as you will remember it was he who suggested celebrating charter week. During charter week he made precisely the same score writing business every day for both weeks, and scoring 10 points each week for writing the largest number of orders. If the fat "Old Guard" as someone styled him, could have kept up that gait he certainly would have been much higher up in the list of prize winners. At the same time we are mighty glad to see him figure among the first seven.

Mr. Parks follows with a score just five points less than that of Mr. Thompson. You probably will recall that Mr. Parks led in the first few weeks of the contest. He started off with a score of 45 for the first week and again has a score of 37 for the third ~~but after that~~ his scores dropped off somewhat.

Mr. S. L. Smith wins seventh prize dispite the fact that he was called home on account of personal business affairs and lost four full weeks with the exception of two days. This is truly a splendid showing. A glance at the sales book shows that he wrote business practically every day when in the field and a very good business at that. Mr. Smith has not been with us the whole season still he has written a fine business and unless the writer misses his guess he will make some of your older men hustle to win prizes next season.

Altogether this has been a very satisfactory contest, and we are well pleased with results. Those of you who have made an effort and have fallen short of the mark are certainly nothing out, as the effort could only help to increase commissions, and in this our interests are mutual, as the more commissions we can pay you, the more money you are making for the G.-B. Company.

Now that the contest is ended we do not want you to let up in your work. We want to make August a better month than July and everything points to our being able to do so. Later on we will try and outline a new contest but at this time we are not in position to make a definite statement, as to when it will start or just what it will be.

WITHDRAW

HANGERS

- 905 Rocky Fords. 20x19
- 1901 June Rose. 11x22
- 4202 Moonlight. 16x23½
- 4205 When the Corn is in the Shock. 16x23½

Ⓔ No further orders for these subjects will be accepted.

August Opens in Splendid Style

Sales of First Week Will Exceed Those of the Last Week of July

In the last issue of the Review we referred to the enormous gain for the last week of July. The actual increase for the week over the corresponding week of last year was 103 per cent. Mr. Gerlach in his letter referred to the fact that everything pointed to August keeping up the pace that July had set. He pointed out that August was usually the duller month of the year, but that he would not be surprised to see August run ahead of July.

If the first week is any indication of what the month is going to be then August will show a substantial increase over July. Reports for the first week are not all in and while we do not believe that we will show as large an increase as indicated the last week of July, at the same time the sales for the first week of August will be somewhat larger than the previous week. The reason of course, for not showing as large an increase, is due to the fact that the first week of August last year was somewhat larger than the last week of July, and to show an increase of 100 per cent. would mean some lively hustling on the part of the sales force. The fact that the sales are larger than the previous week is very satisfactory, and should encourage the sales force to get into the field and get some of the good business that is being placed.

And now a few words about business for week ending July 31st. We told you in the last issue of the Review that everything pointed to a big increase, and as mentioned previously in this article the actual figures show a gain of 103 per cent. During the week there was some mighty good orders booked, and there were enough of them to prove conclusively that it was not one salesman's luck, as good orders were received from practically every section of the country. For instance, Mr. Albert booked two orders amounting to \$119.00. Mr. Conkling landed one amounting to \$468.00. Mr. McCullough had one amounting to \$105.70. Mr. McCully closed two orders one day amounting to \$108.00. Mr. McDonald wrote an \$85.00 order. Mr. Marks wrote two

orders in one day amounting to \$112.00. Mr. Meyer booked an order amounting to \$172.00 and the next day wrote three orders amounting to \$114.00. Mr. Reilly landed the "plum" of the week, amounting to \$720.00. Mr. S. L. Smith wrote two orders in one day amounting to \$227.00. Mr. Ungerer landed one order for \$129.00. Mr. Woodman's best order of the week amounted to \$243.00. Mr. Graves wrote one order amounting to \$372.00, and there were a number of other good ones we have not mentioned. We simply glanced hurriedly through the sales book and picked out a few to convince the skeptical fellow who thinks that all the good business is placed, that he is wrong.

We have made a splendid start for August, and want to see the month run ahead of July. We can easily do this if every man will make an effort. We ask that those of you who are laying off for one reason or another, get into the field and make an effort to help us accomplish this result.

We are now getting settled in our new factory, and with our added equipment, no factory in this country, or any other country for that matter, is better equipped to handle a large volume of business more satisfactorily. We have of course, built to meet future requirements, which means a very heavy investment, and it is up to the sales force to go out and get a greatly increased business. The fact that the G.-B. Company has taken time by the fore-lock and built and equipped a factory second to none in the country so that we may be able to handle the business you send in, should prove an incentive to every man on the force to get out and hustle to build up a large and permanent business in his territory.

The Company has made it possible for you to count yourself among the successful Calendar salesmen of the country, and it is now up to you to demonstrate that you have the ability and to decide whether you will be numbered among the "live ones" or the "dead ones."

WEEK ENDING, JULY 31st

In a recent issue of the Review we made a request that the sales force make an effort to make the last week of the contest, the big week. We are mighty glad to say that with the exception of the second week of the contest, that ending June 12th, and charter week, that last week shows the largest sales during the nine weeks of the contest. Isn't this good evidence that there is plenty of good business to be picked up if you will make the effort? There are a number of men who responded in splendid shape to the call to make the last week the big week, and altogether the showing is very satisfactory.

Mr. Reilly leads the sales force for the week with a total of \$720.00. His total sales for the week consist of one order for the above amount and at that it's a good week's work. This order by the way, has since been increased to \$1440.00.

Mr. Conkling stands number two with a total considerably over \$600.00. He wrote a business every day but Wednesday. His largest order was booked on Thursday and amounts to \$468.00. Mr. Conkling by the way, has been going along at a splendid gait since he went into the field for us, and despite the fact that he is a new man in the calendar business, he has made a splendid showing not only in gross sales, but in business regularity. As mentioned elsewhere he won second place in the contest just ended.

Mr. Graves stands number three in gross sales. He likewise is another new man on the G.-B. force. He writes a business close onto \$500.00 for the week with a total of four orders and business three days. His best work was done on Tuesday when he wrote two orders amounting to \$402.00. His is certainly a mighty nice week's business for this time of the year, and we hope to see the good work keep up.

Mr. S. L. Smith stands number four with a total of practically \$400.00. Mr. Smith wrote business every day with the exception of

Thursday. His best work was on Wednesday when he wrote two orders amounting to \$227.00. Mr. Smith by the way, is another salesman who has not been with us this entire season. He however, has been going along at a mighty fine gait, writing business practically every day when in the field, and he wins seventh prize in the contest just ended.

Mr. McCully stands number five. He writes a very satisfactory business for the week, reporting business four days and a total of eight orders. His best work was done on Tuesday and Wednesday; Tuesday's two orders amounting to \$109.00 and two on Wednesday amounting to \$102.00.

Mr. Publow has a total just \$15.00 less than that of Mr. McCully. He did not send in any report for Monday and Tuesday and we assume he was not working, but for the remaining four days of the week, he reported business. His two orders on Wednesday amounted to \$70.00; three orders on Thursday \$108.00, and he had one order each for Friday and Saturday, each over \$50.00.

Mr. Meyer reports a business amounting to just a few dollars less than that reported by Mr. Publow. His total however, was made up largely of two day's work. One order which he wrote on Tuesday amounts to \$152.00; three orders on Wednesday \$115.00.

Mr. Woodman stands number eight with a very satisfactory total. One order which he wrote on Friday amounting to \$243.00 helps out his week considerably.

Mr. McCullough stands number nine. He reports business for four days. On Monday he sent in a blank report; Tuesday his two orders amounted to \$100.00; on Wednesday and Thursday he had one small order each day; Friday, his single order amounted to \$106.00. For Saturday we have not as yet received a report.

Mr. Marks stands number ten. His best work was on Monday when he wrote two orders amounting to \$113.00; Tuesday he was skunked; Wednesday he wrote one fair order; Thursday he sent in a blank report, and Friday his two orders amount to \$70.00, Saturday's report was another blank.

Number of Orders.

Mr. McLaughlin leads under this heading with 11 orders for the week, ending July 31st. Mr. S. L. Smith follows with a total of 9 orders. Mr. Conkling and Mr. McCully tie for third place with eight orders each. Messrs. Byron, Cies and Publow tie for fourth place with seven orders each. Mr. H. B. McDonald and Mr. Matthews each wrote six orders during the week. Those booking five orders are as follows: Messrs. Beelman, Henaghan, McCullough, Marks and Parks.

Days' Business.

Mr. H. B. McDonald reports a perfect week writing business every day. Those who report business five days are as follows: Messrs. Beelman, Byron, Cies, Conkling, McLaughlin and S. L. Smith. Seven salesmen report business

four days, viz: Messrs. Fairbairn, Haneghan, McCullough, McCully, Matthews, Publow and Saxton.

The showing under this heading is just about on a par with last week. The week ending the 31st was a splendid week as far as gross sales go, and in view of the fact that the week showed an increase of over 100 per cent. over the corresponding week of last year we of course, have no reason to complain. At the same time when one looks over the sales book and sees the number of men who actually reported no business, who were laying off for one reason or another we can easily see where our sales might just as well have been twice as large. We want to see more men get business at least four or five days during each week, and now that vacation days are over we hope to see the showing under this heading improve wonderfully during the balance of this month and next.

NEWS FROM THE FIELD

IT'S AN ILL WIND THAT BLOWS NOBODY GOOD.

You can never tell where business lies unless you canvass a town thoroughly. Mr. Cies recently had a little experience that proves this conclusively. He worked a town and then went to catch his train and found it two hours late. Of course, he cursed his luck, but then decided to look around a few minutes while waiting. He strolled into the office of a grain elevator within fifty feet of the depot and ended by selling them a bill on which the commissions were more than ample to pay his expenses for the day.

A very successful salesman in the calendar business made the remark that he never figured on getting a train out of a town until after he had canvassed it thoroughly and called on every prospect he could find. Then he went and looked up his train. If he found it did not go out for some little time he went to work again, and in many cases succeeded in converting some of those people he had called on previously. In any event he claims that it always paid him not to worry about getting out of a town.

This reminds the writer of a story told by a sales manager at a recent convention of sales managers in Chicago. The writer believes that he mentioned this in the Review previously, but it is worth referring to again. In part he said: "A great fault of many salesmen is, they were always leaving business behind to look for business," and he compared it to spending a day in the woods. "The day is warm and you stroll along and find a shady, cool spot, and after sitting a while you look around and apparently not far away is another spot that looks more inviting and more comfortable. Unconsciously you move along, and when you get there you find that it is no cooler or more comfortable than the spot just left. On and on you wander unconsciously, whereas if you had stayed in the one spot you would not have been nearly as tired and probably a great deal more refreshed."

Mr. Cies writes as follows:—

"This little order is a pickup. I was sitting at the station waiting for a train that was two hours late, and cursing my luck, when I decided to stroll around a few minutes. I walked into this elevator office, found the manager in,

and altho he was sure he did not want to buy, he consented to look, and you know the rest. I am sure I could have sold him 200 but that aggravating freight pulled in and I thought it better to take this and go than to miss it. He may increase the order.

"Just think, I came near sitting within fifty feet of this order for two hours, and then almost going off and leaving it. H. W. Cies."

MR. McCULLY COMMENTS ON K. H. GERLACH'S VISIT.

As most of you know by this time, Mr. Gerlach has been in the field for some several weeks working with the sales force. We have received nice letters from every man he has visited and while we have not published all of them, we are mighty well pleased with the expressions received from the boys regarding Mr. Gerlach's work. We feel sure it is going to prove a splendid thing not only for the sales force but for the G.-B. Company. Mr. McCully writes as follows:—

"I wish to express my thanks to the G.-B. Co. for giving me the opportunity of working several days with Mr. K. H. Gerlach. I feel that his visit will be of material assistance to me, and I cannot too highly commend your action in giving your men the opportunity for instruction from so capable a teacher as Mr. Gerlach, but I fear from what he has told me of next year's line that we will need be but *order takers*, not salesmen, to sell it. Surely great is the good old G.-B. Co.

E. W. McCully."

CARTER SELLS THE "TOO BUSY" MAN.

Mr. Carter ran across one of those fellows who was "Too busy to look." "Never used Calendars anyway," and who had all other kinds of excuses. They have a brand of flour which they call "Old Abe Flour." Mr. Carter noted this and asked permission to show them just one good thing the next morning. He showed them "Abraham Lincoln" in duo form, and wrote the order for approximately \$60.00. His letter follows:—

"I feel pretty good over the order inclosed from the Mill. I called on them yesterday afternoon and the buyer would not look, said he was too busy and did not want Calendars

anyway. He said all the leading Calendar house representatives had called and he had turned them down. Named B. & B., Murphy, Osborne. I asked him if he would be courteous enough to me to let me show him just one of our good things to-morrow morning. He said he would. I had noticed their ad on their flour sacks, 'Old Abe Flour.' I worked mighty hard for an order for 1000 Calendars, but got away with the order inclosed, thanks to 'Old Abe.'

J. M. Carter."

H. B. McDONALD IS OPTIMISTIC.

Mr. H. B. McDonald sold a concern the other day who had turned down all the other leading lines. He says, however, that he had no trouble selling them G.-B. Calendars, all of which goes to show, (as he puts it) that the G.-B. Company has the finest line on the market, and Calendar buyers are rapidly finding it out. He writes as follows:—

"Enclosed find order which I wrote today. The Murphy Company and all the other leading houses called on this party without results. I sold them with very little talk. The line landed the order.

"There are three drug stores here all of whom will distribute good Calendars, G.-B. Calendars for 1911. It certainly proves that the G.-B. Company has the finest line in the world and Calendar buyers are rapidly finding it out.

H. B. McDonald."

MR. BRUCE PASSES AWAY

Those of you who attended the first convention of the G.-B. Company will probably recall Mr. W. L. Bruce, who represented us in Arkansas, part of the first year and the early part of this year. Mr. Bruce has been failing in health for many months and we received a telegram this morning from Mrs. Bruce announcing his death at 10:30 a. m. Tuesday, August 10th. It is with the deepest regret that we make this announcement, as those of you who remember Mr. Bruce will recall his genial spirit and pleasant manner. If Mr. Bruce could have kept his health he had the making of a splendid Calendar salesman, as he did splendid work for us the early part of last year in fact until his health broke down. This year he again entered the field but had to give up some time ago.

In behalf of the Company and sales force the Editor of the Review wishes to express to Mrs. Bruce our deepest sympathy.

Some Interesting Facts Regarding Mailing Cards

Are you aware of the fact that you are losing commissions every day if you are not pushing vigorously the sale of Mailing Cards, Blotters and Post Cards? If you cannot sell a man Calendars, you certainly ought to be able to sell people in most lines of business, Mailing Cards or Blotters. There is hardly a line of business in which the monthly Mailing Card cannot be used to advantage.

Bear in mind that when we speak of Mailing Cards we refer in a general way to Post Cards and Blotters as well, as the service is practically the same, altho probably not as effective as the large Mailing Card. The Blotter or Post Card when printed with the Calendar feature practically answers the same purpose as the Mailing Card, altho it may not be quite as effective.

Buyers as a rule will turn down the Mailing Card or Calendar proposition at the start claiming that it cannot be used in their line of business to advantage. This of course, we all know is a big mistake. Point out to a prospective buyer that there certainly must be hundreds if not thousands of people with whom he could do business and from whom he is not getting any business. He certainly will have to admit this fact, as there are very few concerns that control the business now-a-days. Assuming that this is true, point out the fact that there is no better method of getting in touch with customers than by the use of the Mailing Card, as it cannot fail to interest the recipient sooner or later. Point out to Mr. Manufacturer or dealer that if he will make up a list of people with whom he ought to do business, and adopt the monthly mailing service, that sooner or later the recipient of the cards is going to have the fact firmly impressed on his mind that "John Brown sells shoes," and when he thinks of shoes he is going to think of "John Brown." We will admit that he is buying his shoes elsewhere at the time, but there is going to come a

time when he will be dissatisfied for some reason or other, with the man from whom he is buying his shoes, and when he wants to make a change Brown is the first man he thinks of.

Just the other day the writer was talking with a gentleman with whom we have had some transactions. The writer is personally acquainted with him, and in conversation he wanted to know why we sent him so many blotters, with the picture of our factory thereon. The writer informed him that we made it a rule to send out a blotter in every piece of mail that leaves the house. He asked him if he was well aware of the fact that the G.-B. Company made Calendars. He had to admit that he was and that everyone in his establishment knew it also—that there was a G.-B. Blotter probably on every desk in his office. He made the remark that it was pretty expensive advertising. The writer pointed out that we had not sent him in all Blotters that would exceed in actual cost 25 cents, and that we considered that pretty cheap advertising in view of the fact that every one in his establishment was firmly impressed with the fact that the G.-B. Company makes Calendars. He had to admit that it was good advertising, and that he had never looked upon it in that light before. The chances are that he will use G.-B. Blotters himself.

From time to time we have referred to the work of Mr. Roberts in the pages of the Review and have pointed out that he was doing a splendid business with Mailing Cards, Blotters and Post Cards. A few days ago we received a letter from Mr. Roberts in which he stated that he had gone carefully over his work up to this time, and had gotten together some statistics on the sales he had made in his territory. He certainly has made a splendid record and we venture to say that if he carried nothing else but post cards, blotter and mailing cards that he would be able to make a good living.

Mr. Roberts sends in the following interesting figures as regards the sales he has made.

"Total orders booked for Mailing Cards, Post Cards and Blotters, 84 orders in 47 towns. Total number of pieces sold, approximately 300,000; total sales of Mailing Cards, Blotters and Post Cards, \$5,000.00. There were 71 orders which call for a series of monthly talks.

"The Palm Series Cards proved the most popular, Mr. Roberts having booked 40 orders in 36 towns for this series.

"Mr. Roberts further states that he found clothing dealers to be the best buyers of the service, he having taken 38 orders which call for a series of monthly talks for the clothing business. Nine orders calling for a drug service, six for garage service and nineteen for miscellaneous lines of business.

"The average amount of the order for Mail-

ing Cards was \$50.80. The average amount of each order calling for a series of monthly talks was \$55.02.

Here is the most interesting part of Mr. Robert's letter. *He states that there are only six towns in Southern California of a population of 1000 inhabitants or more in which he has failed to place the monthly mailing service.* This means that there are only six towns in Mr. Roberts' territory which have 1000 inhabitants, in which he has failed to sell at least \$50.00 worth of Mailing Cards, Blotters or Post Cards. Bear in mind that this has nothing to do with his Calendar sales. Isn't this pretty strong evidence of what can be done with this line of goods?

Some of you who are not paying any attention to Mailing Cards had better profit by the above figures and *get busy*.

STANDING OF G.-B. SALESMEN WEEK ENDING, JULY 31, 1909:

Salesmen	No. Orders
Albert	5
Barber	0
Beelman	10
Bowles	2
Brooks	4
Carter	2
Cies	9
Conkling	57
Coulter	2
Ellis	0
Fadely	3
Fairbairn	11
A. E. Gerlach	6
Henaghan	13
Huffert	2
Lindsley	Not Working
Lott	0
McCullough	15

McCully	26
McDonald, H. B.	16
McDonald, W. A.	6
McLaughlin	36
Marks	32
Meyer	11
Moore	10
Osmun	0
Parks	10
Reilly	69
Roberts	4
Saxton	10
Shepard	2
Shimmin	0
Smith, F. A.	2
Smith, H. E.	0
Smith, S. L.	29
Thompson	3
Ungerer	7
White	7
Woodman	10